

ELECTRONIC MAIL

April 26, 1993

M. A. Belniak
G. B. Brown
J. H. Casey
G. R. Deschenes
T. J. Fitzin
J. C. Gresty
S. C. Grossberg
L. S. Justo
D. W. Keeney

F. L. Maney
J. L. Merusi
J. A. Miller
L. M. O'Connor
R. J. O'Rourke
G. M. Richardson
A. P. Scott
R. F. Segelke
C. M. Uffindell
D. T. Walsh

D. M. 14/27/93
T & D. 15/31/93
S. R. M. 1/1/1
S. A. M. 15/5/93

Subject: 7-Eleven - Winston and Camel Summer Promotion

Terry Lyons, Merchandise Manager, 7-Eleven Northeast has agreed to participate in the *Winston and Camel Summer Promotion*. He will be dispersing information to his local Market Managers, who will prebook the Camel BIGIF and Winston 40¢ off a Pack Program.

I have requested all prebooks be completed by his Market Managers no later than Friday, May 7th. At that time, RJR local offices must contact 7-Eleven Market Managers to review the prebooks and re-dispersement to the appropriate direct accounts.

Mr. Lyons has asked RJR local management to maintain contact, on a consistent monthly basis, with selected Market Managers, as indicated below:

7-Eleven Regional Center

• Dawn Rudnansky
100 Roscommon Drive
Suite 310
Middletown, CT

203-635-9359

• Steve Felton
131 Middlesex Turnpike
Burlington, MA

617-273-1760

• Mark Scnav
8545 Main Street
Williamsville, NY

716-633-1522

RJR Division

1528 - G. R. Deschenes

1126 - T. J. Fitzin

1626 - D. T. Walsh

*Handled
JH
5/19/93*

cc: All Reps

51847 6544

7-ELEVEN
CAMEL AND WINSTON
SUMMER PROMOTION
PREBOOK

7-Eleven # _____

Address: _____

Supplier: _____

Delivery Date _____

BUY 1 GET 1 FREE

		Maximum Order
Camel Lts	_____	4
Camel Lts Box	_____	4
Camel Filter	_____	4
Camel Filter Box	_____	4
Camel Special Lt Box	_____	4
Camel Special Lt Box 100	_____	4
Total	_____	<u>4</u> 24

SPECIAL \$4.00 OFF A CARTON/\$.40 OFF A PACK MANUFACTURED PRODUCT.

	Maximum Order
Winston	10
Winston 100	3
Winston Box	5
Winston Lt	5
Winston Lt 100	2
Winston Lt (Box)	3
Winston Lt 100 (Box)	3
Winston Ult	1
Winston Ult 100	1
Winston Ult (Box)	1
Winston Ult 100 (Box)	1
Winston Select	2
Winston Select (Box)	<u>3</u>
TOTAL	40

QUANTITIES MAY BE LIMITED BY DIRECT ACCOUNT AVAILABILITY

PLEASE SHIP THE PRODUCT INDICATED AND HAVE MY RJR REP CONTACT ME TO MERCHANDISE THE PROMOTIONS.

SIGNATURE

51847 6545

7-Eleven
Winston & Camel Promotions (cont'd)

- 2 -

• June Barbara
555 Route 1 South
Iselin, NJ

908-855-7797

• Joe Brumfield
1350 Campus Parkway
Neptune, NJ

908-938-3070

• Linda Speranza
450 Waverly Avenue
Patchogue, NY

516-654-4281

• Kay Kinard
3601 Hempstead Turnpike
4th Floor
Levittown, NY

516-579-7822

• Dave Gerschwer
2520 Flatlands Avenue
Brooklyn, NY

718-258-0074

1228 - J. H. Casey

1232 - J. Miller

1440 - M. R. Gambardella

1440 - M. R. Gambardella

1440 - M. R. Gambardella

Drawn
Please hr
TW

On VACT, D.
on tel. 5/
left me

Daniel
D#
5/19/93

If the above Market Managers are not within your division, please advise me immediately

The purpose of these visits will be to discuss implementation procedures and programs/opportunities in the local markets, and to review information involving the programs sold to the Northeast Division Headquarters. I would recommend an entry level manager be assigned this responsibility. Please communicate to me the name of the person who will be responsible.

If you have any questions, please contact me.

George H. Moulton

GHM/pk
atl.

cc: R. C. Farmer
R. F. Kane
B. G. Norman
M. R. Gambardella
E. M. McAtce
P. E. Schmidt
M. A. Young

g'ostwin.711

51847 6546